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The Psychology of Advertising, by WALTER DILL SCOTT. Small, Maynard & Co., Boston, 1908. 269 p.

This work is by the author of "The Theory of Advertising," published in 1893, and is dedicated to American business men who wish to be scientific. After treating the memory, feelings and emotions, the writer points out how an advertisement must appeal to the customer's sympathy, must show human instincts, be suggestive, start up the will, favor the habit of reading advertisements following the law of progressive thinking, must be scientific in rightly estimating the attention-value of small and of large spaces, etc. He then discusses the mortality rate of advertising, the psychology of food advertisements, the unconscious influence in street railway advertising, questionnaire method illustrated on newspapers; and the work ends with a bibliography of the subject, which occupies some twenty pages. The book abounds in shrewd and rather new suggestions, and is illustrated.

The Story-Tellers' League. The Story Hour. Vol. I, No. 1. November, 1908. Edited by W. C. Ruediger, Ph. D., with Richard T. Wyche as Consulting Editor. Published ten times a year, Washington, D. C. Subscription price, one dollar. Address—The Story Hour, 406 5th St. N. W., Washington, D. C.

It is to our thinking high time that the Story-Tellers' League, numbering some five thousand people in different parts of the country, should have its own organ, and it is well also to begin in this modest way. The articles in this number are not ambitious but are telling. There are reports of the League work in different centres, a number of book reviews, the constitution and by-laws of the League, and one or two sample stories are told.

BOOK NOTES

Beobachtungen über die Psyche der Menschenaffen, von ALEXANDER SOKOLOWSKY. Neuer Frankfurter Verlag, Frankfurt a. M., 1908. 78 p.

This is a careful study of the psychic life of the gorilla, chimpanzee and the orang utan, made at first hand. The writer has had many of these animals under observation and has studied them carefully. The conclusion of his very interesting study is that apes and man differ from each other morphologically and psychologically only in degree and that the divergence is on a unitary basis.

The Hearing of Primitive Peoples, by FRANK G. BRUNER. The Science Press, New York, 1908. 113 p. (Archives of Psychology, No. 11, July, 1908.) (Columbia Contributions to Philosophy and Psychology, Vol. XVII, No. 3.)

This study is divided into upper mediums of hearing and auditory acuity. The historical sketch introduces each part, followed by characterization of instruments. The data are from the Indians, Filipinos, Ainus and Pygmies. In general, the Filipinos lead, then follow the Ainus, with whites lowest of all.

A Study of the Influence of Custom on the Moral Judgment, by FRANK CHAPMAN SHARP. 1908. 144 p. Bulletin of the University of Wisconsin, No. 236.

The writer has here made rather suggestive use of questionnaires upon various affairs in which custom affects our judgment, and finds a good deal of diversity of opinion and a wide, general distinction between honest, personal judgments on the one hand, and custom on the other.